

Communications Workshop

Tuesday, October 28th
8:30 AM – 4:00 PM

Brown Building Auditorium
DHHS Main Campus
129 Pleasant Street
Concord, NH 03301

Sponsored by ...



RSVP by 10/10/08

Email to AMSoucy@dhhs.state.nh.us

Include your name, affiliation, e-mail, phone, & description of a current communications project or challenge

We've Been Framed!

Advertising secrets that build public support for young people

The NH DHHS DPHS Maternal and Child Health Section Adolescent Health Program is pleased to offer this free communications training for members of the youth-serving community who work with adolescents, teens, preteens, young adults, and emerging adults.

Are you sending the right message?

Communication skills are not just for advocates and advertisers -- the youth serving community also relies on communications skills to build public support, recruit youth participants, persuade decision makers and influence policy.

This unusual workshop applies lessons learned from the world of advertising to the communications challenges of the youth serving community.

Just like the companies that market cars and candy bars, we'll analyze what our audiences think and apply that knowledge to create receptive listeners and develop persuasive, audience-centric messages.

Workshop Facilitator

This workshop is facilitated by Glynis Shea, Communications Coordinator for the Konopka Institute (Department of Pediatrics) at the University of Minnesota.

A former Saatchi & Saatchi ad exec, she now collaborates with the youth serving community to build public will through communications.

Agenda

- 8:30a – 8:45a Registration
- 8:45a – 11:45p Workshop
- 11:45a – 1:00p Lunch (on your own)
- 1:00p – 4:00p Interactive Project Application*

Discussion Topics

- Why does advertising work?
- What is framing? How do you frame an issue?
- How can framing help us in our everyday work?
- What does the public think about young people and what can we do about it?
- How can we improve our own communications products?



This photo works hard to change the public's perception of young people.

Wonder why? Attend the workshop!

Interactive Project Application*

In this portion of the workshop you will apply what you've learned to your own communications project, plan, challenge or question.

Bring your latest newsletter, flyer, presentation, email, postcard – or be ready to share your latest headache – to receive feedback and advice from the group and facilitator.